

CLAIMS

- 1 1. An Internet Box Office (IBO) system adapted to vend multimedia digital content via a
2 computer network to a consumer, the IBO system comprising:
3 a content delivery networking (CDN) infrastructure of the computer network, the
4 CDN infrastructure including deployment enhancements configured to provide cost ef-
5 fective downloading of the multimedia digital content over the network;
6 a viewing system coupled to the deployment enhancements of the CDN infra-
7 structure, the viewing system capable of displaying the multimedia digital content to the
8 consumer;
9 a digital rights management (DRM) system coupled to the viewing system, the
10 DRM system functioning to authorize the multimedia digital content for viewing by the
11 consumer; and
12 a digital content management system configured to store the multimedia digital
13 content in encrypted form, the management system interacting with the deployment en-
14 hancements of the CDN infrastructure to deliver the encrypted content to the viewing
15 system upon authorization by the DRM system.

- 1 2. The IBO system of Claim 1 further comprising a web server coupled to the viewing
2 system and configured to organize titles of the multimedia digital content for browsing by
3 the consumer when selecting the content.